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Rural Grocery Summit

Toward Native American Food Sovereignty: Grocery Stores, Mobile Markets, and Co-ops on the Rez in New Mexico

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Farm to Table

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Toward Native American Food Sovereignty Grocery Stores, Mobile Markets, & Co-ops *on the Rez* in New Mexico

Session: Bringing Food to Underserved
Populations

Rural Grocery Summit III
June 6, 2012

Tawnya Laveta, Farm to Table





New Mexico

2 million people

22 Sovereign Nations

121,000 sq mi

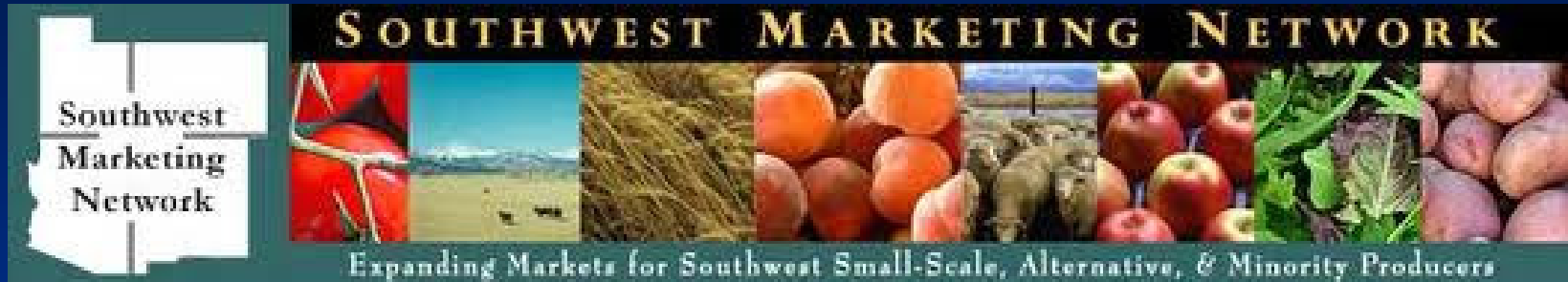
17 people/ sq mi

\$22,966 per capita income

18% below poverty level



Why Grocery Stores in rural & tribal areas?



Farmers' Markets in Tribal Communities: Starting Up & Sustaining Success



People love farmers' markets, but not every community is able to support a farmers' market for a variety of reasons. Local interest is a must. Farmer participation is a must. Bringing the two together is an art.

This manual is a product of stories told and lessons learned from tribal market managers in New Mexico (and AZ). This project was made possible with the generous support of Projects for Public Spaces and the USDA Risk Management Program and commitments from Farm to Table and the NM Farmers Marketing Association.

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Closing New Mexico's Food Gap: A report on food access in New Mexico



Submitted to
Governor Richardson and
the New Mexico State Legislature
by the NM Food Gap Task Force
November 30, 2008



New Mexico Farm to School Directory 2007

A Directory of Farmers, Crops
and Food Service Directors

Farm to Table
New Mexico Department of Agriculture



“Food Stores”

Taos Pueblo had 7 year food supply stored at all times

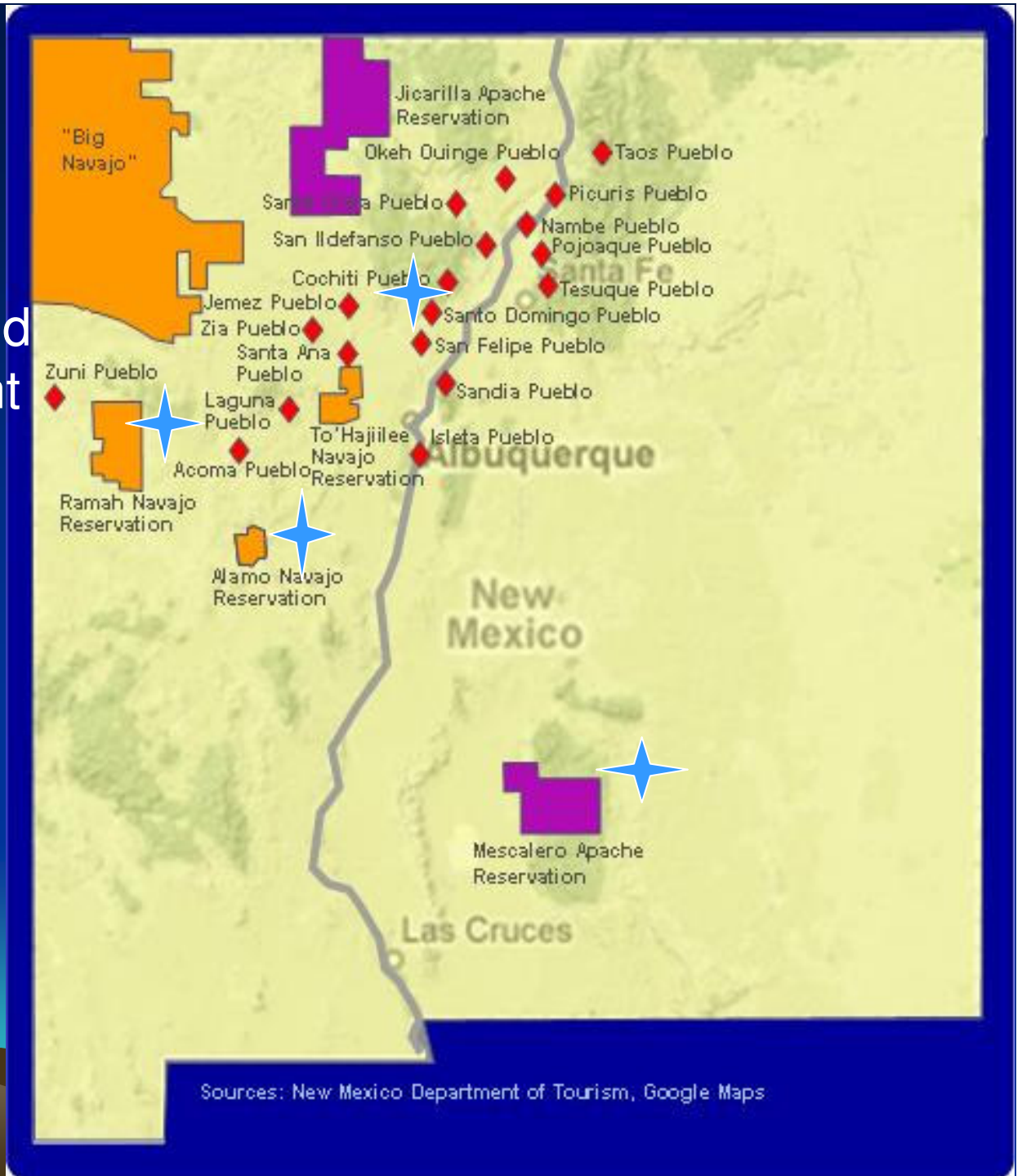
Santa Clara Pueblo
Harvest
Early 1900's





Challenges:

- VERY remote
- Multi-generational poverty, commodity food un-& under employment
- Red tape x3, self-governance barriers
- Skill sets, extracted since Boarding School era
- No Infrastructure
- Overcoming 2 eras of colonization



Pre-New Mexico

9200 BC- artifacts of hunter societies

1050 AD Chaco Culture –Pueblo peoples are direct descendants

Albuquerque Indian School, 1881, Duranes



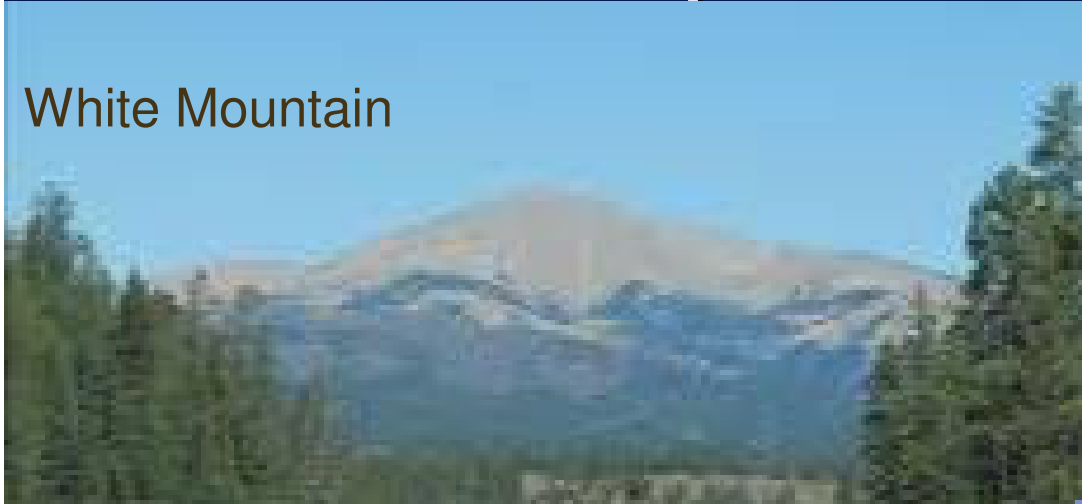
Conquests & Resilience

- Spanish Colonial period 1528 to 1848
- 1680, The Pueblo Revolt (12 yr respite)
- Indian Removal Act 1830
- 1848, US Territory-Treaty of Guadalupe Hidalgo
- 1864 Navajo “The Long Walk”, Bosque Redondo
- 1912 New Mexico, a state
- 1975 Indian Self-Determination Act

Mescalero Apache

Population: 3,000
Elev: 5,400-12,000 ft

White Mountain



Otero Mesa



Resort & Casino-1980's
Ski Apache
Travel Center
Telecom Company
Timber harvesting
Fish Hatchery
Guided Hunting
4 recreation sites
Tribal Store







190 Chiricahua Plaza
Mescalero, NM 88340
ph (575) 464-9319
Fax (575) 464-9184





Store Hours
Mon-Fri 7:00 a.m.-9:00 p.m.
Sat-Sun 8:00 a.m.-8:00 p.m.
[Facebook.com/MescaleroTribalStore](https://www.facebook.com/MescaleroTribalStore)

CUSTOMER APPRECIATION DAY!
★ **AUGUST 5, 2011** ★



HORSESHOE TOURNAMENT

FREE ENTRY. 10 a.m. Bracket Posted
LIMITED TO 16 TEAMS
\$100 FIRST PLACE
\$50 SECOND PLACE
\$20 THIRD PLACE
11:00 a.m.-1:00 p.m.



DANCE CONTEST

12:30 p.m.
\$50 GRAND PRIZE!



CHEER 'EM ON!

WATERMELON EATING CONTEST
12:00 p.m.
12 CONTESTANTS. 1 WINNER!



Promotional Events & Contests

Annual customer appreciation day



MESCALERO TRIBAL STORE



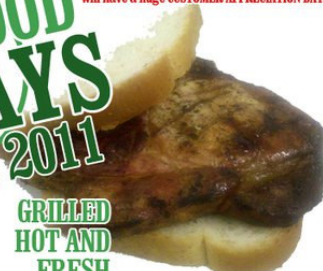
FACEBOOK DRAWING
2 SHIRTS, 2 WINNERS
 12/13/2011



190 Chiricahua Plaza
 Mescalero, NM 88340
 Phone: (575) 464-9319

Store Hours
 Mon-Fri 7 a.m.-9 p.m.
 Sat-Sun 8 a.m.-8 p.m.

FREE FOOD FRIDAYS
JULY 29, 2011
GRILLED HOT AND FRESH



ON AUGUST 5, 2011 The Mescalero Tribal Store will have a huge CUSTOMER APPRECIATION DAY!

FREE GRILLED PORK CHOP SANDWICHES FROM 11:00 A.M.-1:00 P.M.

LIMIT ONE PER CUSTOMER. OFFER VALID ONLY ON JULY 29, 2011 FROM 11:00 A.M.-1:00 P.M.

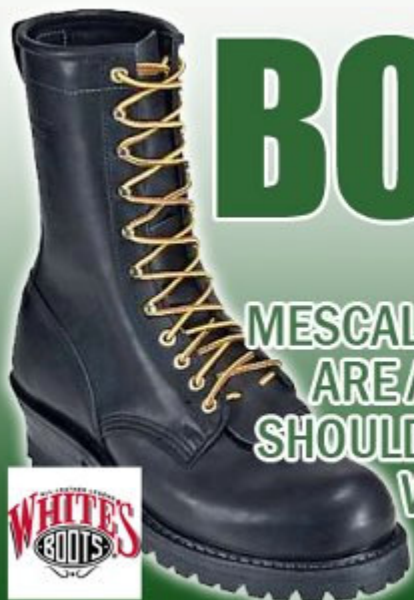


WATCH COWBOYS AND ALIENS STARTING THIS WEEKEND! SEE ABOUT 20 TRIBAL MEMBERS MAKE THEIR BIG SCREEN DEBUT!

New Mexico



Facebook.com/MescaleroTribalStore



BOOT SURVEY

IT IS THAT TIME OF YEAR AGAIN WHEN THE MESCALERO APACHE TRIBAL STORE PUTS IN THEIR BOOT ORDER. WE ARE ASKING FOR YOUR OPINION ON WHAT STYLE OF BOOTS WE SHOULD HAVE. WHITES HAS MANY DIFFERENT BOOT STYLES AND WE WANT YOUR OPINION ON WHICH ONE TO BUY FOR YOU.

WRITE YOUR ANSWER IN THE COMMENTS SECTION!



Raffles & Deals

NO RAIN CHECKS, FIRST COME FIRST SERVED & NO LAYAWAY OPTION AVAILABLE

Store Hours
Monday-Friday
7 a.m.-9 p.m.

Sat-Sun
8 a.m.-6 p.m.



290 Chiricahua Plaza
Mescalero, NM 88340
(575) 464-9319



FACEBOOK EXCLUSIVE PENDLETON SALE!

To qualify for this special Facebook prices, you
must print this out and present to cashier!

We have a limited quantity of these products, first come first served.



**SMALL GREEN
PAD PORTFOLIO**
REGULAR PRICE \$38.00

\$20!



**CHIEF JOSEPH
GREEN PILLOW**
REGULAR PRICE \$68.00

\$30!



**TURQUOISE TRAIL
SPA TOWEL**
REGULAR PRICE \$48.00

\$30!



**BIG MEDICINE
BLANKET**
REGULAR PRICE \$179.00

\$100

LIMITED ONE ITEM PER FACEBOOK CUSTOMER

WIN FREE TICKETS!

DANIEL HARRISON OLIVIA
CRAIG FORD WILDE

COWBOYS & ALIENS

FROM THE DIRECTOR OF IRON MAN



THE MESCALERO TRIBAL STORE WILL BE GIVING AWAY MOVIE
TICKETS TO THE FRIDAY NIGHT SHOWING THIS WEEK!!





Familiar Products
& Cafe

50 lbs!
BLUE BIRD FLOUR



2012 PENDLETON TOWELS
MESCALERO APACHE TRIBAL STORE

Info sheet to help you determine that the Meat you buy is the best!

LOW QUALITY ———→ HIGH QUALITY

U.S.
Choice

U.S.
SelectU.S.
Standard

Highest in quality and intramuscular fat, limited supply.
Currently, about 2.9% of carcasses grade as Prime.

U.S. Choice

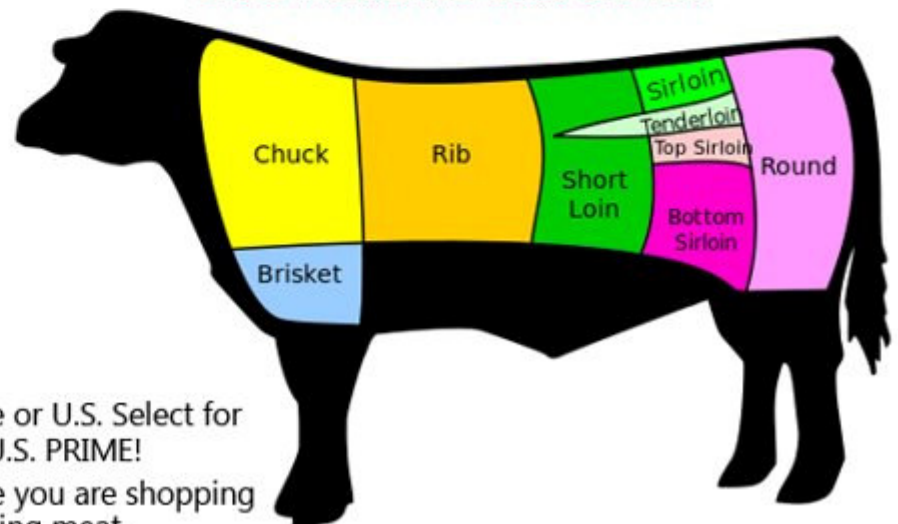
High quality, widely available in foodservice industry and retail markets. The difference between Choice and Prime is largely due to the fat content in the beef.

U.S. Select

Lowest grade commonly sold at retail, acceptable quality, but is less juicy and tender due to leanness.

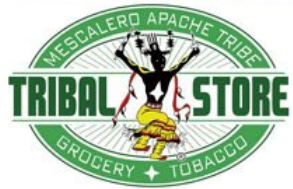
U.S. Standard

Lower quality, yet economical, lacking marbling.



A huge majority of Supermarkets and Butcher shops use U.S. Choice or U.S. Select for their cuts of meat. The Mescalero Apache Tribal Store uses U.S. PRIME!

The difference is the amount of marbling (fat) in the meat. Next time you are shopping for meat, compare the amount of marbling for the best tasting meat.



**HAPPY
RETIREMENT UNA!**

Employee Recognition

Sponsoring Community Events



MESCALERO

Mescalero Apache Tribal Store Santa Program

WE NEED HELP!

We have selected four families in Mescalero that will get a surprise trip from us for the holiday season!

**But we need some help to finish their wish lists...
We need toys and clothes for Boys and Girls between
the ages of six (6) and fourteen (14).**

C'mon Mescalero... Lets do it!
Thank you to our anonymous donors so far!



\$1.6 M project
19 jobs
\$84K business
tax revenues

NN Econ Dev
NM Econ Dev



T'iistsoh Mini Mart- 2008

-gas, groceries, café
-post office, laundromat

Sandia Oil contracted to
operate store
School Board employs staff
Staff housing is provided



Where is Alamo?

2 hrs from Socorro
(full service grocery)

220 miles from
Window Rock (NN)



410 households

2 springs



The School Board operates: K-12 schools, IHS Clinic, Early Childhood Center, Adult Education, Wellness Center, & Roads, Water, Technology Departments



Alamo Navajo Food Security Initiatives:

- Community Garden
- School Greenhouse
- Agriculture program
- New Farmers Market, WIC/SNAP/Senior
- Traditional farming continues (sheep)

The community school



Distribution Innovations: Mobile Grocery Stores

Partners

The Schnieders

- Designed operation, financed
- Johns Hopkins School for Public Health
- Community education, Market Research
- La Montanita Coop
- Driver, leases truck, manages inventory



- 2x/ wk to Santo Domingo Pueblo & Cochiti Pueblo
- began April 2011, suspended route in July
- Restart deliveries in June 2012 w/ new modified trailer (indoor shopping)



Challenges:

- Break even while offering healthy foods
- Adding Organic & Local *fresh* items
- Pilot whole lamb, local meat, bulk orders
- No white flour, sodas, etc.

New Routes:

- San Felipe, Jemez, Zia Pueblos
- Talking to Acoma & Laguna Pueblos
- If service rural, non-tribal location...taxation issue





McKinley County: 75% of pop. is Native American
28% of pop. below poverty level
35% Adult Obesity Rate



Cibola County:
41% of pop is N. A.
6 people per sq. mi.

- Zuni Pueblo
- Ramah Navajo Band
- Mormon Settlers
- Newcomers





El Morro Valley Coop

- One hour from nearest grocery store
- Online Buyer's Alliance 1x/ month
(La Montanita CDC delivers order to Gallup store)
- Online Local Producers Market
- Conducted feasibility study through Arrowhead Center, NM State University (valued at \$9,700)
- In process of community organizing & needs assessment



630 healthy items

Wholesale +10%

Ave aggregate order is \$500-\$1,000

A volunteer picks up in Gallup



La Montanita Coop (CDC) Cooperative Distribution Center “filling the gap”



Scale of LMC Sales...

1 hr of sales in Santa Fe store =
1 wk of sales in Gallup store
Total LMC sales(5 stores)=\$28.5M

The CDC...

Distributes to their 5 stores,
Food Coops, Food Service, Grocery Stores,
Restaurants, and Buying Clubs in NM.

--Local, Organic, & Natural Products

LMC provides planning & operational TA to
coops





Revitalizing Traditional Agriculture...



...with today's innovations



Community Gardens



Green houses



Native Seeds



Shiprock, NM
Traditional Farm



Resources

Closing New Mexico's Food Gap Reports

www.farmtotablenm.org

Grocery Store Initiatives in New Mexico

<https://www.facebook.com/MescaleroTribalStore>

<http://www.ansbi.org/> Alamo Navajo School Board

<http://www.mogro.net/>

<http://www.elmorrovalleycoop.org/>

<http://www.lamontanita.coop/>

(Statistics: US Bureau of Census 2010)

Presented by Tawnya Laveta, Farm to Table

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